REMARKS

STATUS OF THE CLAIMS

Claims 1-24 are pending in the application.

Claims 1-24 are rejected under 35 U.S.C. 102(e) as being anticipated by Handel et al. (U.S. Patent No. 6,195,651).

According to the foregoing, new claim 25 is added, and, thus claims 1-25 remain pending for reconsideration, which is respectfully requested.

No new matter has been added. The rejection is hereby traversed.

REJECTION

Handel discloses technology which can change a display on a web page by the situation of a user ("working", "day-off" and so on), and is composed to appoint the display statically in each situation as shown in Fig. 12. Filtering using a customer profile and so on is composed to enable a display according to a described rule in the restricted direction as shown in Handel column 32, lines 31-41 (Fig. 13). For example, in Handel, the profile "Travel" can describe such a rule that a certain airline is not displayed on business. Thus, it is characteristic of Handel to act according to a filter condition that the user sets.

In contrast to Handel, a difference between Handel and the present invention is as follows:

In Handel, a filtering condition is described in the user profile. On the other hand, the filtering condition in the present invention is described by those who provide the information displayed, for example, on a web page, hence, the claim language "storing, in an additional information database, *additional information for individual product information and additional information display parameters to display the additional information for a user, in association with individual product information* of a product information database" and "*selecting ... additional information that meets ... a stored additional information display parameter of the additional information*." The "*stored additional information display parameter*" is provided in the "*additional information database*" and the "*stored additional information display parameter*" is compared with "*a user profile*" to select "additional information" corresponding to the matched "stored additional information display parameter."

Thus, a difference between the claimed present invention and Handel is that additional information display parameters are set not by the user but those who provide the additional information. Handel fails to disclose, either expressly or inherently (necessarily) the claimed present invention's "*storing additional information for individual product information and additional information display parameters to display the additional information for a user, in association with individual product information of a product information database*."

The Office Action rationale appears to focus only on the claim language "selecting ... additional information that meets, based upon the acquired user profile information, a stored additional information display parameter." It is submitted that if Handel is applied specifically to the language of the claims "storing, in an additional information database, *additional information for individual product information* and *additional information display parameters to display the additional information for a user, in association with individual product information* of a product information database," Handel cannot anticipate the claimed limitations either expressly or inherently by necessarily providing the claimed limitation, since Handel only describes that product information database 1080 is integrated with the other customer profile database 1060, the supplier profile database 1050, content database 1040 and the intention database 1030 by parsing the content and matching the parsed content with user profile information (e.g., Abstract).

The Office Action relies on Handel column 29, line 13 to column 30, line 65, which discuss "The Integrator creates the Intention Value Network using a combination of resources, such as the Intention Database 1030, the Content Database 1040, the Supplier Profile Database 1050, and the Customer Profile Database 1060." However, although Handel's Content Database 1040 stores information related to the intention, such as advise, referral information ..., Handel's Product Information Database 1080 fails to disclose, either expressly or inherently (necessarily), to anticipate the claimed "*storing additional information* for individual product information *and additional information display parameters to display the additional information for a user, in association with individual product information* of a product information database." In other words, Handel is silent on any "*additional information display parameters*" provided as a filter condition by an information provider. Handel's FIG. 10A and column 29, line 13 to column 30, line 65, which are relied upon by the Examiner, discuss integrating product information database 1080 with the customer profile database 1060, the supplier profile database 1050, content database 1040 and the intention database 1030.

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Therefore, Handel only discusses parsing content and matching the parsed content with the user profile, and Handel does not describe anywhere the claimed filtering condition by those who provide the information displayed. In contrast to Handel, the claimed present invention provides a new content filter by "storing, in an additional information database, *additional information for individual product information and additional information display parameters to display the additional information for a user, in association with individual product information* of a product information database" and "*selecting ... additional information that meets ... a stored additional information display parameter of the additional information.*"

In view of the foregoing remarks, withdrawal of the rejection of pending claims and allowance of pending claims is respectfully requested.

NEW INDEPENDENT CLAIM 25

In contrast to Handel, the claimed present invention as recited in new independent claim 25 provides dynamically changing additional information, as follows:

> 25. (NEW) A method of notifying a user terminal of product information, comprising:
>
> providing a product information database to store individual product information;
>
> *storing in an additional information database and in association with the individual product information* of the product information database, *dynamically changing additional information for the individual product information* and *additional information display parameters for displaying the dynamically changing additional information at the user terminal*;
>
> presenting the individual product information to the user terminal, from the product information database;
>
> acquiring profile information of the user receiving the individual product information;
>
> selecting, from the additional information database, additional information that meets, based upon the acquired user profile, a stored additional information display parameter of the additional information; and
>
> presenting to the user terminal the selected additional information together with the individual product information.

Another difference between Handel and the claimed present invention is that a server providing additional information can always communicate with a terminal for treating momentarily changing additional information like the number of stocks of products. Accordingly, in the

present invention, when a displayed condition is met, the additional information provided is not always same and might change by time. For example, the present Application page 25, line 14 to page 26, line 18 (in particular, page 26, lines 9-18) support the new claim 25.

In view of the foregoing allowance of new claim 25 is respectfully requested.

CONCLUSION

Dependent claims recite patentably distinguishing features of their own or are at least patentably distinguishing over Handel due to their dependencies from the independent claims. There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

Respectfully submitted,
STAAS & HALSEY LLP

Date: _September 8, 2006_   By: _____

Mehdi D. Sheikerz
Registration No. 41,307

1201 New York Avenue, NW, 7th Floor
Washington, D.C. 20005
Telephone: (202) 434-1500
Facsimile: (202) 434-1501